

Claims

Sub  
B2

1. A business support system comprising:  
service request production means for producing  
5 service information request data in a predetermined form  
for an external processing system in response to a request  
from a terminal apparatus;

data form conversion means for converting the form of  
the service information request data produced by the  
10 service request production means into a form that can be  
processed by the external processing system and also for  
converting service information provided from the external  
processing system in response to said service information  
request data into said predetermined form; and

15 service information providing means for providing the  
service information converted into the predetermined form  
by the data form conversion means to the terminal  
apparatus originating the request for service information.

20 2. The business support system as claimed in claim 1,  
wherein:

sales campaign monitoring means for monitoring the  
effectiveness of a sales campaign based on the service  
information provided to customers; and

25 service information determining means for deciding  
which type of service information should be provided to  
customers depending on the effectiveness of the monitored  
sales campaign.

Sub  
C1

30 3. The business support system as claimed in claim 2,  
further comprising service channel determining means for  
determining a providing means for providing service  
information to the customer depending on the success rate

*C1 cont*  
of the monitored sales campaign.

*101* 4. The business support system as claimed in claim 3,  
further comprising adjusting means that ensures that no  
5 one providing means for providing service information  
determined by the service channel determining means is  
overloaded.

*add B3*

*add A4*

*add P2*

005001 89062960